

# CONTRACT



**WREG-TV**  
**803 Channel 3 Drive**  
**Memphis, TN 38103**  
**(901)543-2333**

www.wreg.com

And:

**Archer Malmo**  
**Attention: Susan Rogers**  
**65 Union Ave**  
**Suite 500**  
**Memphis, TN 38103**

<u>Contract / Revision</u> 582416 /		<u>Alt Order #</u>
<u>Product</u> Cohen for Congress		
<u>Contract Dates</u> 10/17/12 - 11/06/12		<u>Estimate #</u> 1554
<u>Advertiser</u> Cohen, Steve/D/Congress		<u>Original Date / Revision</u> 10/11/12 / 11/05/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WREG	<u>Account Executive</u> Local WREG House	<u>Sales Office</u> Memphis
<u>Special Handling</u>		
<u>Demographic</u> Adults 18+		
		<u>Total Ratings</u> 181.30
<u>IDB#</u> 660	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	METRC	10/17/12	11/04/12	WREG-TV News 3 Daybreak 6-7am			:30				NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	--WTF--				2	\$200.00	4.70			
	Week:	10/22/12	10/28/12	MTWTF--				3	\$200.00	4.70			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	5	METRC	10/22/12-10/28/12	WREG-TV News 3 Daybreak 6-7am	6-7am	MTuWThF----	:30		\$200.00	4.70	NM		
			Credited										
	Week:	10/29/12	11/04/12	MTWTF--				4	\$200.00	4.70			
N 2	METRC	11/05/12	11/06/12	WREG-TV News 3 Daybreak 6-7am			:30				NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	11/05/12	11/11/12	MT-----				2	\$200.00	4.60			
N 3	METRC	10/17/12	11/04/12	CBS Sunday Morning	8-9:30am		:30				NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S				1	\$250.00	6.30			
	Week:	10/22/12	10/28/12	-----S				1	\$250.00	6.30			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	2	METRC	10/22/12-10/28/12	CBS Sunday Morning	8-9:30am	-----Su	:30		\$250.00	6.30	NM		
			See MG 3.4										
	4	METRC	10/28/12-10/28/12	WREG-TV News 3 @ 5pm (S5-6pm)	5-6pm	-----Su	:30		\$250.00	6.30	NM		
			MG for 3.2 10/28										
	Week:	10/29/12	11/04/12	-----S				1	\$250.00	6.30			
N 4	METRC	10/17/12	10/21/12	WREG-TV News 3 @ 6pm	6-6:30pm		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	--WTF--				2	\$350.00	3.90			
N 5	METRC	10/22/12	11/04/12	WREG-TV News 3 @ 6pm	6-6:30pm		:30				NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--				3	\$350.00	4.10			
	Week:	10/29/12	11/04/12	MTWTF--				3	\$350.00	4.10			
N 6	METRC	11/05/12	11/05/12	WREG-TV News 3 @ 6pm	6-6:30pm		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----				1	\$350.00	4.20			
N 7	METRC	10/17/12	10/21/12	WREG-TV News 3 @ 10pm	10-10:35pm		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	--WTF--				2	\$500.00	5.70			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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Contract / Revision	Alt Order #
582416 /	

Contract Dates	Product	Estimate #
10/17/12 - 11/06/12	Cohen for Congress	1554

Advertiser	Original Date / Revision
Cohen, Steve/D/Congress	10/11/12 / 11/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 8	METRC	10/22/12	11/04/12	WREG-TV News 3 @ 10pm	10-10:35pm		:30				NM	8	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--				4	\$500.00	5.90			
Week:		10/29/12	11/04/12	MTWTF--				4	\$500.00	5.90			
N 9	METRC	11/05/12	11/05/12	WREG-TV News 3 @ 10pm	10-10:35pm		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$500.00	6.00			
N 10	METRC	10/17/12	11/04/12	WREG-TV News 3 @ 10pm	10-10:35pm		:30				NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S				1	\$400.00	4.50			
Week:		10/22/12	10/28/12	-----S				1	\$400.00	4.50			
Week:		10/29/12	11/04/12	-----S				1	\$400.00	4.50			
N 11	METRC	10/29/12	11/04/12	Informed Sources	630-7pm (Sa)		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$150.00	0.90			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	METRC	10/29/12-11/04/12	Informed Sources	630-7pm (Sa)	-----Sa--	:30		<del>\$150.00</del>	0.90	NM		
			See MG 11.2										
	2	METRC	11/06/12-11/06/12	CBS This Morning	7-9am	-Tu-----	:30		\$150.00	0.90	NM		
			Ⓜ MG for 11.1 11/03										
<b>Totals</b>												181.30	\$12,750.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	19	\$6,850.00	\$5,822.50
10/29/12 - 11/06/12	18	\$5,900.00	\$5,015.00
<b>Totals</b>	37	\$12,750.00	\$10,837.50

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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